

WHAT RESULT DO WE WANT?

All people in North Carolina live in communities that support healthy food and beverage choices.

WHY IS THIS IMPORTANT?

Sugar-sweetened beverages (SSBs) or sugary drinks are leading sources of added sugars in the American diet. Frequently drinking SSB is associated with weight gain, obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, a type of arthritis. Limiting sugary drink intake can help individuals maintain a healthy weight and have healthy dietary patterns.<sup>1</sup>

WHAT DOES THIS INDICATOR MEASURE?

ADULTS

Derived from two questions asked on annual Behavioral Risk Factor Surveillance System (BRFSS) survey:

- 1. "During the past 30 days, how often did you drink regular soda or pop that contains sugar? Do not include diet soda or diet pop."
- 2. "During the past 30 days, how often did you drink sugar-sweetened fruit drinks (such as Kool-Aid and lemonade), sweet tea, and sports or energy drinks (such as Gatorade and Red Bull). Do not include 100% fruit juice, diet drinks, or artificially sweetened drinks."

Respondent gives the number of times per day, week, or month. Answers are recoded to yield number of SSB per day. The annual survey data are reported annually beginning in 2021 and available for the state with breakdowns for North Carolina Medicaid regions, Local Health Director regions, and Eastern North Carolina, the Piedmont, and Western North Carolina.

YOUTH

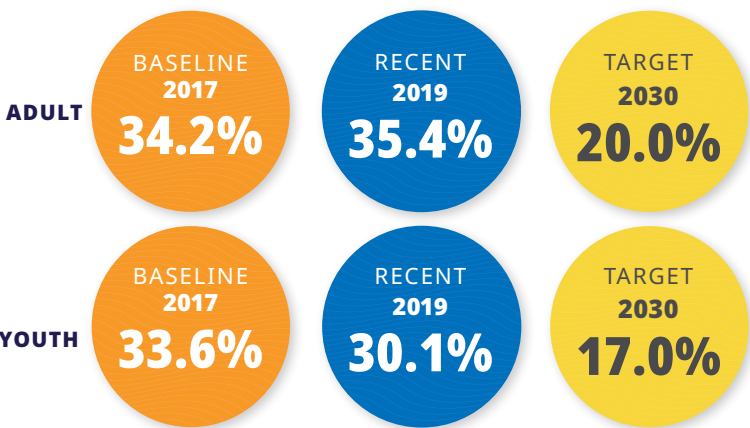
Data from NC Healthy Schools Youth Risk Behavior Survey (YRBS)

Students in grades 9 through 12 were asked two survey questions with multiple choice answers in order to collect data for the measure:

- 1. "During the past 7 days, how many times did you drink a can, bottle, or glass of soda or pop, such as Coke, Pepsi, or Sprite? (Do not count diet soda or diet pop.)"
- 2. "During the past 7 days, how many times did you drink a can, bottle, or glass of a SSBs such as sports drinks (for example, Gatorade or PowerAde), energy drinks (for example, Red Bull or Jolt), lemonade, sweetened tea or coffee drinks, flavored milk, Snapple, or Sunny Delight? (Do not count soda or pop or 100% fruit juice.)"

NC Department of Public Instruction (NC DPI) makes counts, percentages and confidence intervals for those percentages available every 2 years.

BASELINE DATA FROM HNC 2030



**HNC 2030 HEADLINE INDICATOR:**

Percent of youth and adults reporting consumption of one or more sugar-sweetened beverages (SSBs) per day

- SSB Consumption among students in grades 9 through 12
- SSB consumption among adults

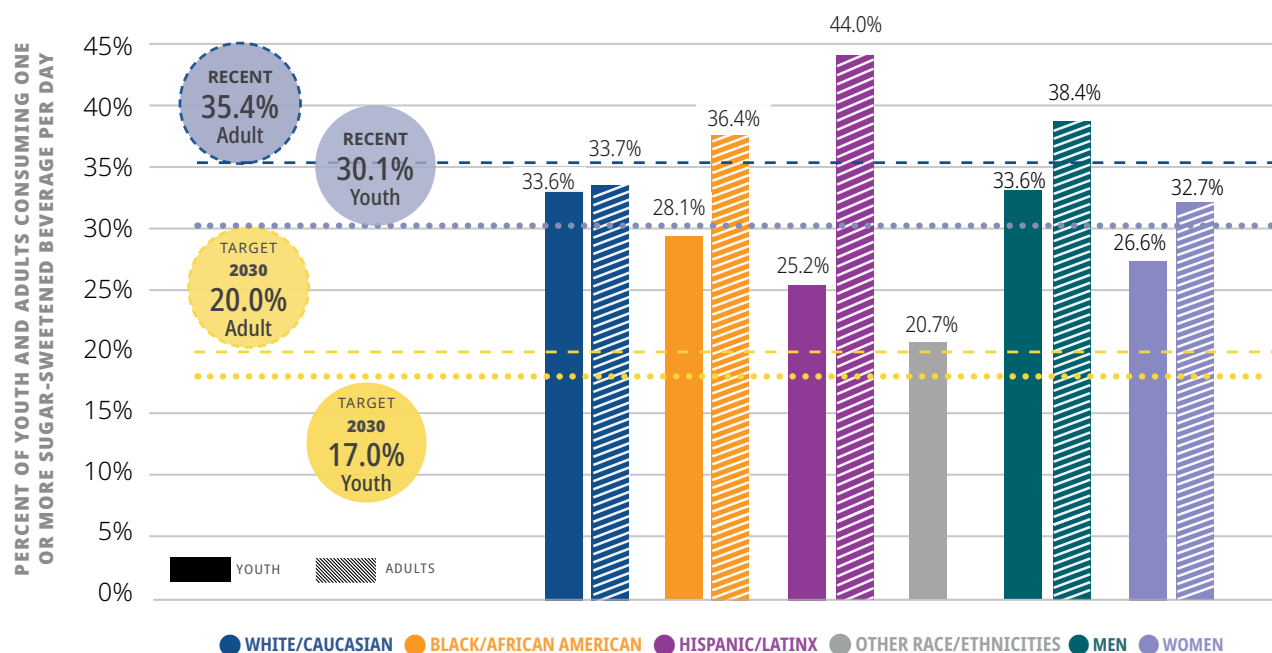
## HOW ARE WE DOING?

- SSB consumption questions became a part of the annual Behavioral Risk Factor Surveillance System questions in 2021
- The Youth Risk Behavior Survey was last conducted in 2019

In 2017, 33.6% of high school students and 34.2% of adults in North Carolina reported consumption of one or more SSBs per day. Men, individuals in low-income households, individuals with low levels of educational attainment, and individuals that have parents with low levels of educational attainment report higher SSB consumption. Perception of tap water and targeted marketing to youth of color and low-income populations contribute to differences in SSB consumption across racial groups. The goal for the next 10 years is to decrease youth consumption of SSBs to from 33.6% to 17% and decrease adult consumption from 34.2% to 20.0%.<sup>2</sup>

## CURRENT DATA TRENDED OVER TIME

Figure 55. Sugar-sweetened beverage consumption across populations in North Carolina and distance to 2030 target



Data Source: 2019 Youth Behavior Risk Survey (YBRS) and 2019 Behavioral Risk Factor Surveillance System (BRFSS)

## THE STORY BEHIND THE CURVE

- In 2011-2014, 6 in 10 youth (63%) and 5 in 10 adults (49%) drank an SSB on a given day. On average, US youth consumed 143 calories from SSBs and US adults consumed 145 calories from SSBs on a given day.
- Among youth, SSB intake is higher among boys, adolescents, non-Hispanic Black youth, or youth in families with low incomes.
- Among adults, SSB intake is higher among males, young adults, non-Hispanic Black or Mexican American adults, or adults with low incomes.
- The prevalence of Americans who drink sugary drinks at least once per day differs geographically.
- For example, 68% of adults living in the Northeast, 67% of adults living in the South, 61% of adults living in the West, and 59% of adults living in the Midwest reported drinking SSBs one or more times per day.
- About 31% of adults in nonmetropolitan counties and 25% of adults in metropolitan counties reported drinking SSBs one or more times per day.
- Americans drink 52% of SSB calories at home and 48% of SSB calories away from home.

Source: CDC/Nutrition/Data and Statistics

## WHAT OTHER DATA DO WE NEED?

- School and child care policies on SSB sales and consumption
- Early childhood programs participating in Nutrition and Physical Activity Self-Assessment for Child Care (NAPSACC)
- Water quality in communities
- Consider adding sugar-sweetened coffees to survey data

## WHAT COULD WORK TO TURN THE CURVE?

- Establish healthy food procurement policies that support public and private investment in healthy food, and increase availability of healthy alternatives to sugary drinks
- Implement a sugar-sweetened beverages (SSBs) tax with revenues to address equity issues
- Integrate “Rethink Your Drink” Division of Child Development Supplemental Nutrition and Assistance Program Education toolkit into school curricula, promoting water as healthy alternative to sweetened beverages
- Limit “default beverage” options for children’s meals in restaurant and educational settings to include only milk, 100% fruit juice, or water
- Recommend NC Department of Public Instruction (DPI) adopt a statewide policy permitting students to bring water bottles to school (containing only water)
- Work with clinicians, medical practices, and insurance providers to add SSB screening questions to patients’ electronic health records

## RECOMMENDED READING/LISTENING

Rethink Your Drink: Options for reducing the number of calories you drink.  
<https://tools.cdc.gov/medialibrary/index.aspx#/media/id/302830>

CDC Podcast: Sugary Drinks; Curb the Colas.  
<https://tools.cdc.gov/medialibrary/index.aspx#/media/id/305535>

## NC PARTNERS WHO CAN HELP US

PARTNER/POTENTIAL PARTNER	WEBSITE LINK
Clean Water for Carolina Kids	<a href="https://www.cleanwaterforcarolinakids.org/">https://www.cleanwaterforcarolinakids.org/</a>
Color Me Healthy (CMH)	<a href="https://snapedtoolkit.org/interventions/programs/color-me-healthy-cmh/">https://snapedtoolkit.org/interventions/programs/color-me-healthy-cmh/</a>
Diabetes Management NC - DiabetesSmart NC	<a href="https://diabetesmanagementnc.com/diabetessmart/">https://diabetesmanagementnc.com/diabetessmart/</a>
Duke Sanford World Food Policy Center	<a href="https://wfpc.sanford.duke.edu/">https://wfpc.sanford.duke.edu/</a>
Durham’s Innovative Nutrition Education (DINE)- Supplemental Nutrition Assistance Program Education (SNAP-Ed)	<a href="https://snaped.fns.usda.gov/success-stories/durhams-innovative-nutrition-education-dine">https://snaped.fns.usda.gov/success-stories/durhams-innovative-nutrition-education-dine</a>
Eat Smart, Move More North Carolina	<a href="https://www.eatsmartmovemorenc.com/">https://www.eatsmartmovemorenc.com/</a>
Eat Smart, Move More, Prevent Diabetes	<a href="https://esmmpreventdiabetes.com/">https://esmmpreventdiabetes.com/</a>
Eat Smart, Move More, Weigh Less	<a href="https://esmmweighless.com/">https://esmmweighless.com/</a>
Go NAPSACC	<a href="https://gonapsacc.org/">https://gonapsacc.org/</a>
Healthy Eating Research - Healthy Drinks Healthy Kids	<a href="https://healthydrinkshealthykids.org/">https://healthydrinkshealthykids.org/</a>
NC Cooperative Extension - Eat Smart, Move More, Take Control	<a href="https://richmond.ces.ncsu.edu/take-control-2/">https://richmond.ces.ncsu.edu/take-control-2/</a>
North Carolina Area Health Education Centers (NC AHEC)	<a href="https://www.ncahec.net/healthy-north-carolina-2030/">https://www.ncahec.net/healthy-north-carolina-2030/</a>
North Carolina Expanded Food and Nutrition Education Program (EFNEP)	<a href="https://ncefnep.org/what-is-efnep/">https://ncefnep.org/what-is-efnep/</a>
UNC Center for Health Promotion and Disease Prevention	<a href="https://hdpd.unc.edu/research/cardiovascular-health-obesity-diabetes/">https://hdpd.unc.edu/research/cardiovascular-health-obesity-diabetes/</a> <a href="https://hdpd.unc.edu/research/nutrition-physical-activity/">https://hdpd.unc.edu/research/nutrition-physical-activity/</a>
North Carolina Council of Churches - Partners in Health and Wholeness (PHW) initiative	<a href="https://www.ncchurches.org/programs/phw/">https://www.ncchurches.org/programs/phw/</a>



### AMOUNT OF SUGAR AND CALORIES IN COMMON DRINKS

Sugar content derived from US Department of Agriculture Food Data Central

DRINK (12-OUNCE SERVING)	TEASPOONS OF SUGAR	TOTAL DRINK CALORIES
Tap or Unsweetened Bottled Water	0	0
Unsweetened Tea	0	0
Lemonade, powder, prepared with water	3	55
Sports Drinks	5	97
Brewed Sweet Tea	7	115
Energy Drink	9	162
Regular Soda	10	155
Fruit Juice Drink	10	186
Regular Orange Soda	13	195

Source: Centers for Disease Control and Prevention. *Rethink Your Drink*  
[https://www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](https://www.cdc.gov/healthyweight/healthy_eating/drinks.html)